

Introducing Astral's Harold Greenberg Fund's In Focus Interview Series

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We've interviewed some of Canada's top filmmakers. What are their secrets to success? You'll have to watch to find out!

Toronto, April 11, 2012- While Astral's Harold Greenberg Fund's (Fund) 25th anniversary comes to a close today, it marks the beginning of the Fund's *In Focus* Interview Series. The series features intimate, candid discussions with some of Canada's top filmmakers.

The interviews provide insight into the industry, and what it takes to make it to the top. They can be viewed on the Fund's homepage, at www.astral.com/hgf. Avi Federgreen and Damon D'Oliviera are subjects the first two videos, being released today. Next month, the series will feature Richie Mehta. If you'd like to request someone to be the subject of our next interview, please answer our Facebook poll at www.facebook.com/hgf or tweet us at www.twitter.com/hg_fund.

"Each of the filmmakers we've spoken to so far seem to have two things in common; an indestructible sense of determination and desire to make great films," says the Fund's English-Language Program President John Galway. "We hope that these interviews reach filmmakers across the country- especially those with limited access to industry programming at film festivals where you might otherwise have a chance to hear from these filmmakers. We also hope that the interviews offer interesting information or a new perspective that all filmmakers, regardless of their experience level, can appreciate."

The Fund has been a long standing supporter of industry training, project development and promotional initiatives. In addition to the Fund's Script Development and Equity Investment Programs, the Industry Initiatives Program invests over \$200,000 each year in the Canadian film and television industry. Funded by The Movie Network and Viewer's Choice, this program is reviewed annually by the English-Language Committee, including Suzette Couture, Damon D'Oliveira, Melanie Friesen, John Galway, Bryn Matthews, Jane Tattersall and Kevin Wright.

Astral's Harold Greenberg Fund is a member of the Astral family. Founded in 1961, Astral is one of Canada's largest media companies. It operates several of the country's most popular pay and specialty television, radio, out-of-home advertising and digital media properties. Astral plays a central role in community life across the country by offering diverse, rich and vibrant programming that meets the tastes and needs of consumers and advertisers. To learn more about Astral, visit astral.com.

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For more information

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